

Message to cattlemen: Beef marketing crucial

Most consumers' attitudes toward beef still are positive, but the beef industry will have to become more market-oriented if it expects to retain a substantial share of the market for high protein foods.

This message was brought to cattlemen by June Anderson, director, consumer affairs, American Meat Institute, Washington, D.C. Anderson addressed the Feeder Council Seminar which was part of the annual convention of the National Cattlemen's Assn.

Anderson pointed out that population characteristics are changing and that consumer attitudes toward many foods are changing. If the beef industry is to succeed, she indicated, it will have to analyze the different market segments and then develop and promote products to meet the wants and needs of those market segments. She said it no longer is possible for cattlemen just to produce beef and expect to get it on consumers' tables in competition with other foods.

Citing competitive situations, Anderson said it is necessary to look at red meat in relation to other dietary choices. After all, she observed, people will eat only so many foods in the course of a day, and desires and pocketbooks determine their choices. Some of the population characteristics now affecting choices are smaller family size, double incomes, busier schedules,

higher education levels and more travel.

Greater calorie-consciousness, health concerns, more microwave cooking, and other factors may have affected beef adversely. Also, it appears that some of the larger beef cuts do not fit today's average family size. However, other factors can help beef—such as beef's taste appeal, more pre-cooked meals and more shopping (20-25%) by males, who tend to prefer beef.

Versatility, satisfaction and ease of preparation are key sales points for any food, Anderson said, and hamburger is beef's major success story because it has all of those characteristics.

Meanwhile, it is necessary to recognize how competitive products have gained during the past 10 to 20 years. Total per capita consumption of red meat, when viewed over a decade or more, has not shown much change, except for some cyclical swings. However, per capita use of poultry, fish and cheese have shown large increases—reflecting economic and other competitive factors. Poultry's share of the total meat market is now considerably larger than it was.

Anderson said changes in attitudes continue to be seen, and situations vary among different groups of the population. She said the beef industry will have to watch and listen for the changes, and then direct its marketing programs at the different market segments.

Pete Knutson Herefords BULL SALE

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To determine consumer attitudes toward meat, Molpus said, AMI has commissioned the survey firm of Yakelovich, Skelly and White to conduct a study of consumer attitudes affecting meat consumption. "We hope that, through this study, AMI can act as a catalyst toward helping all segments of the meat industry develop common approaches to the marketing problems we share and that we need the resources and support of each industry segment to accomplish our objectives."

C.O. Enrich, in his newsletter, Marketline, suggests that a logical vehicle to bring all these segments in one meeting would be the Livestock Merchandising Institute headquartered in Kansas City and founded by him. Each June this institute composed of all industry segments, conducts a Livestock Marketing Congress.

Perhaps the AMI consumers' survey could be studied by the Congress and some solid recommendations made to get red meat's promotion and consumer relations moving.

Comments

By PATTI THORN
and MARTHA WILLIAMS

Below normal precipitation throughout the West has farmers and ranchers worrying about their crops, and with good reason, say sources contacted by WLJ.

Although some of the heavy precipitation months are still to come, snowpack is below average in most states, in some cases breaking records set for lows during the drought of 1977.

According to Bernie Shafer, snow survey supervisor for Colorado and New Mexico, the West has had a "very dry" winter and may see an "even worse summer, if there's no moisture soon."

Shafer noted that Colorado's snowpack, as of

Feb. 1, is 40% of normal, measuring the least amount of snow for this time of year in 45 years. Assuming normal precipitation from now on, Coloradans can expect stream flows to run at 35% of normal this summer. One-third of the state is worse off than during the drought of 1977, he said.

Shaffer cited other state outlooks, as of the Feb. 1

• Wyoming: Snow pack is 49% of average, four percent above the lowest record for snow at this time of the year. Stream flow (assuming normal precipitation from now on) will run between 49-82% of normal.

• California: Snowpack is 70% of normal. Stream flow is 56-81% of normal.

most of the state about 65% of normal.

• Montana: Snowpack is 40-50% of normal, with streamflow 60-70% of average.

• Idaho: Snowpack is 30-80% of normal, averaging 55% of normal. Stream flow is 36-82% of normal.

• Utah: Snowpack is 16-71% of normal, with the northern areas of the state better than they were in 1977 and the southern areas worse than in 1977. Stream flow is running from 23-150% of average, with

report, reservoirs in New Mexico are twice their usual size, and Washington reservoirs are "adequate."

Another factor which could be critical, said Myron Fritzler, program specialist with the Colorado Agricultural Stabilization & Conservation Service, is the wind situation in March. Winds typical of the month, especially in Colorado, can pull whatever moisture there is, out of the ground, noted Fritzler.

If the dry winter trend

(Continued on page 15)

From dry to worse?

Light snowpack sparks water worries

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(Continued on page 15)

WESTERN LIVESTOCK JOURNAL

A GROW PUBLICATION

News • Trends • Sales • Shows • Markets

February 23, 1981

Central Edition

Vol. 60, No. 17

Administrative bungles, abuse cause alcohol fuel loan freeze

USDA investigators found sloppy paperwork and apparent Farmers Home Administration administrative abuse in alcohol fuels project loan guarantees that have since been frozen by Agriculture Secretary John Block, reports Commodity News Service.

Block recently released a previously confidential audit, prepared by the USDA's Office of Inspector General (OIG), which said loan

guarantees for 15 projects, totaling \$342 million, that were approved in late September and early October 1980 were not reviewed carefully by FMHA personnel and may have been expedited for political purposes.

"Our review . . . disclosed that many loan processing and decision-making procedures were disregarded or violated, that the loan guarantee applications were inadequately reviewed by national and state (FMHA) personnel, and that the feasibility of many of the projects was not properly determined prior to loan guarantee approval."

The review said 13 of the projects were found to have improperly received guarantees totaling \$218 million from the fiscal year 1980 FMHA budget.

Those guarantees, during the last week of the fiscal year, were processed so rapidly that incomplete paperwork made the guarantees legally invalid, the audit said.

Although the OIG found

(Continued on page 7)

Cattle on feed dips to six-year low point

numbers of fed cattle during the first two weeks in February, the analysts said.

The marketing figure of 91% of a year ago fell below the average trade estimate of 93.5% calculated by CNS, and it indicated that cattle feeders in the seven states did not market sufficient numbers of cattle during January, they said.

The lower-than-expected marketing figure was the most significant and disappointing number in the report, analysts contacted by CNS said.

However, price pressure on near-term cash cattle prices is not expected because much progress has been made in marketing by CNS.

According to USDA 1.28 million head of cattle were

placed on-feed during Jan-

uary, five percent less than in January 1980 and 19% down

from January 1979. Net feedlot placements during January were 1.17 million head, down one percent from a year earlier.

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Monfort to close Colorado feedlot

Monfort of Colorado Inc.

has announced it will phase

out one of its two Colorado

feedlots and consolidate

cattle feeding operations

into one facility, according to CNS.

President Kenneth Mon-

fort announced that the

company's Gilcrest, Colo.

feedlot would be phased out

and that all cattle would be

fed at the company's

Kuner, Colo., feedlot.

Monfort said the com-

pany will have 100,000 to

110,000 cattle on feed at one

time in the Kuner feedlot.

According to a recent

ranking of feedlots in Farm

Farmers Magazine, Monfort

of Colorado was listed as the

nation's second largest cat-

tle feeder with two lots.

The consolidation at the

company's more efficient

Kuner feedlot will result in

annual cost reductions of

about one million dollars in

energy, payroll and other

costs, Monfort said. About

100 cattle will be moved to

the new facility.

Features of the bill

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COW POKES

By Ace Reid

Letters**No time to wait**

In answer to the letter in the Livestock Journal of February 2:

You are right, young man, there has got to be (and is) a way for "poor people" to own land. Quit sitting around feeling sorry for yourself and waiting for somebody or "the government" to help you! God still helps those who help themselves.

My husband and I started out 20 years ago with absolutely nothing but each other and a baby on the way. We borrowed \$500.00 to buy a small business and have, over the years, turned that small investment into a 450 cow ranch. We have also managed to raise six wonderful children during this time. It took gumption, initiative and hard work and we did without fancy clothes, furniture, cars, etc., but it was worth it.

We certainly had no time to waste on self-pity or to sit around waiting for a handout! We are living proof that America is still a land of opportunity and it is not "impossible" to acquire land if you're "poor."

You say you're on the outside looking in—Well, do something about it! Don't expect somebody to come dry the tears from your eyes, carry you to the door and open it for you so you can get "in." Our biggest problem in America today is that there are too many people like you looking to the government for a handout. Get up and open that door yourself.

A Rancher's Wife



"Naw, he ain't a wild man,
just a Democrat that
lost in election!"

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USDA sets target of New Year's for start of tough brucellosis tests

Unrestricted cattle shipping may come to a screeching halt next New Year's day, according to a USDA veterinarian.

"Producers now enjoying unrestricted shipping of their cattle may find that their state no longer qualifies for testing exemptions next January," said Paul Becton.

Becton is director of the national brucellosis eradication program for USDA's Animal and Plant Health Inspection Service.

By next New Year's day, new state classifications, along with more stringent testing to ship breeding cattle, will go into effect, he said.

"Cattle producers can do something now, however, to keep shipping cattle without any problem," Becton said.

DEVON



QUEEN — Cheryl Linthicum, 17, of Welch, Okla., has been chosen to serve as the 1981 National Limousin Queen. Cheryl, the daughter of James and Betty Linthicum, has been native with Limousins since 1974.

First proposal out for 1981 farm bill

Sen. John Melcher, D-Mont., introduced the first legislative proposal for a 1981 farm bill, S-480. Congressional sources said CNS.

As expected, the bill proposes an end to deficiency payments to farmers by eliminating the target price concept in the present Farm Act. It would raise the loan level for major grains and soybeans to 75% of parity, the sources said.

The bill would leave intact the farmer-held grain reserve, but specifies that the minimum amount of wheat kept in the reserve be no less than 400 million bushels. The reserve release level would be 120% of the loan rate, and the call level 140%.

In the event of an embargo on agricultural goods for "any reason," the bill requires the agriculture secretary to immediately set the loan levels at 100% of parity.

The bill also calls for more stringent inspection of foreign meat packing plants that export meat to the U.S. — more in line with those required for domestic packers. Essentially, this sets stricter standards for meat chilling methods and chemical residues.

Melcher's bill also increases the authorization on the Title II program of \$10 billion to \$20 billion from \$10 billion, the sources said. It also restricts dairy product imports and re-establishes a set-aside program on a voluntary basis, both at the discretion of the agriculture secretary.

"If you raise and sell breeding cattle, stocker cattle or dairy herd replacements, you can get your herd certified free of brucellosis."

"Then, it won't matter what classification your state has—you can ship with no testing requirements."

To be certified, a herd must test "negative" twice, with 10 to 14 months between tests, Becton said. To maintain this status, the herd must be tested every year.

"Producers must also follow good management practices," Becton said. "All cattle over six months of age, with the exception of steers and spayed heifers, must be included in each herd test."

Such testing is normally done by a private veterinarian. In outbreak areas, however, where extensive testing is being done by animal health officials, the first herd test may be done at government expense.

"You're likely to find that the cost of certifying a herd is a small price to pay for the assurance it's free of this easily-spread disease," said Becton. "Not only will you be able to sell cattle whenever you want with no pre-testing, but buyers often pay premium prices for cattle from certified-free

herds, bolster resistance to disease in cattle and reduce spread."

Many recommended changes are already in effect, he said. "However, the reclassification of states and tightening of certain shipping controls were targeted for Jan. 1, 1982. This was to allow state animal health agencies and individual producers additional time to prepare for the stricter standards."

Current brucellosis shipping rules are largely based on county classifications.

Counties are classified as certified free, modified certified or noncertified. All counties in 31 states are now certified free. To qualify, a county must have no infection at time of certification and a herd infection rate of less than one percent during the preceding 18 months.

Beginning next year, however, county classifications will be dropped and movement restrictions will

rest on statewide A, B and C classifications, Becton said.

Brucellosis, sometimes called Bang's disease, is an infectious, bacterial disease of cattle and other animals that can be transmitted to humans. In livestock, it causes abortions, lowered milk yields and breeding problems.

Eradicating brucellosis is a cooperative state-federal program, Becton said. Minimum standards for states to follow are issued by USDA and are based on recommendations of the U.S. Animal Health Assn., an organization representing state animal health agencies and various producer groups.

"At the request of the association, a technical commission did a 30-month study of the entire program," Becton said. "Based on the commission's 1978 report, the association recommended extensive changes designed to: augment detection of disease, improve handling of infected

herds, number may qualify a few months later. It's evident, however, that the tighter shipping rules accompanying the 1982 state classifications will affect a good many cattle producers."

Animals subject to testing

include:

nonvaccinated cattle over 18 months of age; vaccinated beef cattle over 24 months of age; and vaccinated dairy cattle over 20 months of age. Steers and spayed heifers are exempt.



ANGUS OFFICERS — Newly elected officers of the North Dakota Angus Assn. are: Vice President Lynn Bong (left), Granville; Secretary-Treasurer Brian Sundsbak, Minot; and President Greg Halverson, Forest River. The officers were chosen at the group's annual meeting and banquet recently in Minot.

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Auction Results

HAYNESHEREFORS, Holyoke, Colo., Feb. 14
18½ bulls.....\$1,500
Auctioneer: Bob Schnell
Top: HH Madison Mark 8084, 3/17/79 by Madison Six, 4½ in. to Karbo, Saratoga, Wyo., \$4000. JCB Mark Domino 9586, 3/23/79 by HH Mark Domino 704, Tom Green, Padroni, \$2100. HH Madison Six 1136, 3/21/80 by Madison Six, 4½ in. to Karbo, \$1800. HH Madison Mark 9147, 3/27/79 by Madison Six, Stanley Klingensmith, Bushnell, Neb., \$1750. HH Big 1 Dom 73, 4/18/79 by RH Big Northern 5020, Leonard Austin, Julesburg, \$1700. HH Madison Mark 9145, Iwin, 3/26/79 by Madison Six, John Corey, III, \$1650. HH Madison Mark 9073, 3/5/79 by Madison Six, Clarence Smith, Yuma, \$1600.

A small crowd attended the fourth annual production sale of the Delber-Haynes family of Holyoke, held at the Livestock Exchange at Brush. The bulls were well-presented and in good condition. Bidding was good in bulls sold, but only about half the offering sold. Bob Roberts, Marino and Leonard, Herms, Neb., bought three bulls each. Demand was stronger on older bulls, as only three of the junior calves sold.

BIG BLACK SELECT SALE, Beaman, Mont., Feb. 7

53 bulls.....\$2,210
3 females.....1,217

Auctioneer: Bill Rahn
Sale Manager: Bill Rahn Sale Service

Bulls: Champion: Patriots Speculator 007, 2/17/80 by Sayre Patriot; Van Der Hagen Angus Ranch, Big Timber, to Mill Iron Angus Ranch, Saratoga, Wyo., \$24,000. Sale included ½ Int. Bar T Patriot Jack 812, 4/17/79 by Sayre Patriot; Van Der Hagen to Mountain View Angus Ranch, Columbia Falls, \$3000. Reserve champion: Ken Caryl Extra 1899, 4/17/79 by Ken Caryl, Mr. Angus 8017; Ken Caryl Ranch, Red Lodge, to Buymen Ranch, Sheridan, \$4000. Rocky Mountain

High, 4/6/79 by Ken Caryl Mr. Angus 8017; Ken Caryl Ranch to R.M. Outram Ranch Co., Flethall, \$3000. Taylor Leader 014, 2/1/79 by Mon Repos Leader; Taylor Angus Ranch, Dillon, to Tom Kalberg, Big Timber, \$3000. Mayville Adventure 798, 3/12/78 by WAF Adventure 674; Mayville Farm, White Bear Lake, Minn., to Jim Fosler, Wallula, \$2500. Taylors Shoeshoe 910, 12/30/78 by Shoshonee Shoshone; Taylor Angus Ranch to Calvin Erb, Dillon, \$2500. And, Fabeau Lad 079, of H.A.R.B., 2/12/78 by Shoshonee, Fabeau TVG; Lee McDonnell, Jr., Juliet, to Arnold Brokke, Big Timber, \$2400.

Top female: TW Misty Adventure 73, 2/2/80 by Continuous Adventure 610, with Willow Ranch, St. Ignatius, to Gold Block Ayre, Boyd, \$1600.

This sale created some real excitement in its 1981 year here at Beaman, Mont. The top-selling bull was a record for this event, and all bulls sold well. The big two-year-olds all brought in the \$2000 to \$2500 range. Big, strong yearlings brought mostly from \$1200 to \$2000 each. There was a large crowd on hand and ranchers bid like they wanted to own these cattle.

—RALPH HEINEMANN
J.C. BIEBER AND SONS, Onida, S.D., Feb. 8

39 bull calves.....\$2,177
24 coming two-year-olds.....1,579
68 bulls.....1,949

Auctioneer: Pat Goggins

Bulls: K&B Incred Hulk 0886, 3/26/80 by S Titan 7134; Don Gottlieb, Kirk, Colo., \$5250. BH 439 Domino A46, 3/13/80 by CH Domino 49; Laren Goldsberry, Trotter, N.D., \$4500. K&B Incred Hulk 0832, 3/10/80 by S Titan 7134; Knippeling Bros., Gunn Valley, \$3800. K&B Advancer, 3/8/80 by SH Advancer 565; Dennis School, Ashley, \$3500. K&B Advancer 0827, 3/8/80 by K&B Advancer; Guada Bros., Corona, \$3400. K&B Incred Hulk 0833, 3/15/80 by S Titan 7134; Wayne David, Henry, \$2250. K&B Incred Hulk 0860, 3/18/80 by S Titan 7134; Kermit Hareford Ranch, Wallowa, Ore.,

\$3250.

Kenny and Jerry Bieber and family presented one of the top sets of bulls to be offered this year. The reserve grand champion carload of Hereford bulls at the 1981 National Western was among this offering. However, it was bargain day on this set of bulls, as the first real taste of winter moved into central South Dakota on Feb. 9. A reduced crowd was on hand and some real good buys were made.

—JAY PURCHASE

DOTTIE BE LIMOUSIN, North Plate, Neb. Feb. 7

10 purebred bulls.....\$2,388
37 percentage bulls.....1,434
11 open purebred heifers.....1,227
8 bred purebred females.....1,278
8 bred 4 heifers.....1,181
74 lots.....\$1,488

Auctioneer: C.K. "Sonny" Booth Sale Manager: American Cattle Services

Bulls: Bee's Black Maglo JB 69L, 4/6/79 by Goldenview Harvester 185H; Steve Zybch, Breco, Texas, \$6700. Bee's Mr. Harvester JB 56L, 3/17/79 by Goldenview Harvester 185H; OX & W. Huron, S.D., \$3200. Pure Black Fanfare 138K, 4/3/78 by Pharon; Curly and Jerry Nelson, Arcadia, \$3200. Bee's Mr. Harvester JB 56L, 3/29/79 by Goldenview Harvester 185H; John Dauer, Jr. & Sons, Culberson, \$2150. Bee's Mr. Symbols 14M, 3/23/80 by Mr. Symbols 16SK; John Orr, Lewellen, \$2150.

Females: Miss Dottie Bee 21M, 4/8/79 by Goldenview Harvester 185H; Raymond Blad- ed, Brady, \$2075. Miss Dottie Bee 3M, 3/8/80 by Mr. Symbols 16SK; \$2025. Miss Dottie Bee JB 50L, 2/7/79 by Goldenview Harvester 185H; Richard Witte, Gothenburg, \$1550.

A good crowd was on hand to appraise this fine offering of Limousin. The cattle were presented in working condition and ready to go to work. Pee Wee Fleece, Sutherland, was the volume bull buyer, and Richard Witte bought a large portion of the female offering. Cattle went into six states on this good, snappy auction.

—JAY PURCHASE

Special Stout Cow Sale

for LD Ranch
of Villa Grove, Colorado.

Complete Dispersal of 1500 HEAD

1 p.m.

Wednesday, March 4
La Junta, Colorado

200 Whiteface 2-year-old Heifers bred to Angus and Hereford bulls
800 Whiteface and Black Whiteface cows, 3-years-old, bred to Hereford and Charolais bulls
400 Whiteface and Black Whiteface cows, 4 to 6-years-old, bred to Hereford and Charolais bulls
100 Whiteface and Black Whiteface cows 7 to 8-years-old, bred to Hereford and Charolais bulls

All cows will be mottled for age, pregnancy and Bangs tested by Dr. Nelson, prior to the sale, March 4.

For more information, contact:
La Junta Livestock Commission Co.
Les Honey • 303/384-7781 • 303/384-2093 home

ANGUS BULL SALE
Wed., March 4, 1981

Stockman Livestock Auction

AUCTIONEER:
Jim Baldridge
NORTH PLATTE, NE

Call or write for your catalog today

BIG GROWTH CULLING
—Syringe
—Ova
—Prophyl
—Viking
—Endometritis
Two-Year-Olds are some of Marshall Huds 145. Many are 3+ brothers out of Rocking Rock Daughters

Lot 8
Sire: Marshall Price 145
Dam: Rolling Rock
Int. 1 wt. 1660 lbs.
A solid bull prospect. He is structurally sound, very well muscled, lots of skeleton.

Lot 10
Sire: Dakota Poundmaker 1898
Dam: Bassey breeding
Int. Weaning wt. 531 lbs. ratio 104. Adj. weaning wt. 622 lbs. ratio 98. A calf with lots of growth and eye appeal.

Lot 12
Sire: "Ora"
Dam: Rolling Rock
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Auction Results

NEBRASKA ANGUS ASSN.
FUTURITY
Grand Island, Neb., Feb. 2

36 bulls \$2,675
24 females 1,615
60 lots 2,288

Auctioneer: Jim Befuridge
Sale Manager: Miles Grossel,
Secretary of the Nebraska Angus
Assn.

Bulls: Cracker Jack Barrell
SA2019, 8/21/79 by Loma Lanes
Cracker Jack 12J; Siegle Angus,
Sergeant, to Sunnyside Farms,
Holdridge, \$10,600. Windac
Extender 0888, 2/11/80 by
Columbus Adventure 2057;
Windyc Acres Angus, Harrison,
Ia. Gary's Angus Farm, Tama, Iowa,
\$8100. QLC Mr. Angus 8900M,
2/12/79 by Ken Caryl Mr. Angus
8017; Quirk Land and Cattle Co.,
Hastings, to Triple K Angus,
Wesner, Neb., \$8000. BR Mr.
Inheritance 944, 3/10/79 by Ken
Caryl Mr. Angus 8017; Rihel
Angus, North Platte, to Rudolph
Bros., Cheyenne, Mont., \$6600.
Windys Warren 8406, 4/7/80 by
Sir Wms Warren; Brian Flitz-
gerald, Harrison, to Levitt
Lanes Angus Farm, Ames,
\$4700.

Females: Black Cap Bees HK
8000, 5/14/78 by Ankonyan
Dynamo 6148; Hucklefield-Kraus,
Gordon, to Ron Sabada, Bell-
wood, and Kenneth Glaubius,
Benton, \$10,600. K & K Anilia
0271, 3/10/80 by Sir Wm.
Warren; K & K Cattle Co.,
Kearney, to 275 Angus West-
pointe, \$4000. Weera Marshall
Erica 0307, 4/14/80 by Sir Wm.
Warren; Weera Angus Farm,
Diller, to 275 Angus, JK
Belinda 216, 4/10/80 by QLC
Recruit; Jim King, Carney, Neb.,
to Geesling Farms, Inc., Bluehill,
\$3000.

A big crowd was on hand for
the Nebraska Futurity in spite of
the snowy and ice-covered roads.
Andy McCurn, Burton, Kan.,
was the judge of this event.

Siegle Angus, Sergeant, exhibited
the grand champion bull, a
son of Loma Lanes Cracker Jack
12J, to top the sale at \$10,600.
Reserve grand champion bull
went to Rihel Angus, North
Platte, on a son of Ken Caryl Mr.
Angus 8017. Hucklefield-Kraus,
Gordon, had the grand champion
female with a daughter of

JAY PURCHASE

Ankonyan Dynamo 5148, and a
Sir Wms Warren heifer shown
by Weera Angus Farms was
reserve grand champion female.
—JAY PURCHASE

BLACK HILLS STOCK SHOW
RED CARPET LIMOUSIN
Rapid City, S.D., Feb. 6

22 coming 2-year-old bulls \$2,653
28 yearling bulls 1,775
1 herd purebred heifers 6,100
4 open purebred heifers 1,594
1 herd ½ heifers 1,500
3 open ½ heifers 1,750
51 lots 2,252

Auctioneer: C.K. "Sonny" Booth
Sale Manager: Cattle Brokers,
Inc.

Tape: King Wolfe 543L
6/12/79 by Goldenvale Her-
rider 20H; Leonard Wolf and
Sons, Morris, Minn., to Doug
Hoekstra, Mud Butte, \$4200. Mr.
Symbolos 151L, 4/5/79 by SY
Adventure CFM 752; Symans
Bros., Amherst, to Wells
Limousin, Blaine, \$4100. RGER
Bottlerunner Bull 280M, 3/6/80 by
Hy-Cross Halifax, 08H; Roger
Potter, Red Falls, Minn., to Ox &
W. Huron, \$4000. ADGR Steens
08X279 by Mr. Symbolos CFM
328; Symans Bros., to Vernon
Snow and Edgar Dunt, Hot
Springs, \$2200. Lookout Cow-
puncher 195L, 4/23/79 by
Espoir; Lookout Limousin, Tim-
ber Lake, to Sorrel Horse Ranch,
Welson, \$3150.

Females: SU Prospector
355EL, 4/12/78 by SY Prospector;
James Sutton, Ondre, to
Feather Ranch, Belle Fourche,
SD, \$8100. SV Miss Shadow 22M,
4/29/80 by KDS Beau Gestor
18J; Schulz Farms, Batesdale, to
Feather Ranch, \$2000. Circle
Clarico 06M, 4/11/80 by Circle
Garcom; Wells Limousin Ranch,
to Lee Traub, Bear Creek, Mont.,
\$2000.

The Red Carpet sale drew
an extremely large crowd at the
1981 Black Hills Stock Show. This
year's sale was held in the theater
at the Rushmore Plaza Civic
Center. The large crowd was
appreciative of this quality
offering and paid good prices for
their purchases, making for a
good, snappy auction.

—JAY PURCHASE

THE SOUTHWEST BULL CLASSIC

Friday March 13 1:30 P.M.

TUCSON

Pima County Fairgrounds

100 Head • 10 Breeds

95% of Serviceable Age
Sifted, Graded, Guaranteed

Plan The Decade Of The 80's
With Abundant:

BULL POWER GENETIC POWER EARNING POWER

From 36 Breeders In 5 States

This Sale Is An Annual Feature Of The
SAILA Livestock Show—March 12-15
Lee Pitts for WLJ

For Catalog or Information Contact

The Southwest Bull Classic

80 South Stone
Tucson, Arizona 85701
602/792-1060

CONSIGNORS:

ANGUS: 12

E.J. Brown, Mesa
Star J Ranch, Tucson
Yvette Ostreich, Benson
University of Arizona, Tucson

BAHMAN: 33

Mr. & Mrs. Wm. H. Cowan, Animas, N.M.
F.D. Connell, Thornton, Tex.
J.D. Hudgins, Hungerton, Tex.
Pratt Farms, Maricopa
Runnels-Florco Ranch, Bay City, Tex.
Santa Elena Ranch, Madisonville, Tex.
Seaborg Ranch, Wharton, Tex.
V8 Ranch, Hungerton, Tex.

BRANGUS: 19

Diamond A Cattle Co., Roswell, N.M.
Jess C. Larsen, Safford
Garth S. Lunt, Pirna
Robbe Brothers, Willcox
University of Arizona, Tucson

CHAROLAIS: 3

Oro Blanco Ranch, Nogales

HEREFORDS: 17

4 Star Cattle Co., Eloy
Hooper-Horford Ranch, Springerville
I V Bar Ranch, Douglas
Pruett-Wray Cattle Co., Phoenix
Triple H Herefords, Eloy
University of Arizona, Tucson

LIMOUSIN: 1

Kings River Limousin Ranch, Sanger, Calif.

SANTA GERTRUDIS: 3

Mr. & Mrs. Garvin Tankersley, Williams

SIMMENTAL: 8

Gand H Simmental Cattle Co., Hereford
Burkhardt Valley Verde, Roswell, N.M.
4 Lazy T Simmentals, Patagonia

SHORTHORNS: 3

Eleven Ranch, Vernon
TEXAS LONGHORN: 4

Diamond A Cattle Co., Roswell, N.M.
IKA, Jefferson, Colorado

STEP UP To Consistent Genetic Improvement

HE SELLS

This Bull pictured and 46 other sons of Shoshone Jarvis 613 sell.

HILDEBRAND

Monday, MARCH 2nd

AT THE RANCH

Henry, Nebraska

THIS BULL SELLS

* All out of top performing sires

* All coming 2-year-olds

* All bulls will be dipped to meet interstate shipments

* Complete performance information available

* Free delivery first 350 miles on a purchase of \$1000 or more

* No bulls have been sold off the top

HILDEBRAND

ANGUS

7 MI. EAST OF
TOMENTON, WYOMING

Phone: 307-787-1486

Sale Day Only 308-787-1475

Two Miles South Of
HENRY, NEBRASKA

111

The Cowman's Measuring Stick!

Many top cattlemen using Hildebrand bulls tell us their records show that

calves sired by Hildebrand bulls usually outweigh all other calves. The higher

price per pound plus the extra weight means these bulls didn't really cost any-

thing—they paid for themselves!

LUNCH - 11:30

Sale - 12:30

HILDEBRAND

ANGUS

7 MI. EAST OF
TOMENTON, WYOMING

Phone: 307-787-1486

Sale Day Only 308-787-1475

Two Miles South Of
HENRY, NEBRASKA

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THE COWMAN'S MEASURING STICK

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Market Roundup:

Optimistic attitudes belie market's state

A different attitude has surfaced in the cash cattle markets the past two weeks—a feeling that the worst is over. Cattle feeders sense a change in the air, one that will bring better prices. And while that sensed improvement may not mean a return to profitability, it will serve to limit losses and even offer some encouragement to feeders who were on the verge of "getting out" two or three weeks ago. Unfortunately for those with that renewed bullish attitude, the cattle market may not be as "rosy" as it appears.

Mature-grade 4 and 5 cattle appear to be dwindling in the Corn Belt, which is evidenced by narrower margins between yield-grade 3 and 4 beef carcasses—\$10 per cwt. at Tuesday's close compared with \$16 per cwt. Jan. 29.

In addition, marketing the past two weeks have been exceptional, with about 80,000 head traded in Texas last week.

OKLAHOMA CITY STEERS MD. frame 395-500 lbs. \$72-80; 500-600 lbs. \$68-72; 600-700 lbs. \$68-72; 700-800 lbs. \$68-60-71.50. Heifers md. frame 460-500 lbs. \$61-60-80; 500-600 lbs. \$61-64. Amarillo steers md. frame 300-400 lbs. \$77-78-82.50; 400-500 lbs. \$72-78.50; 500-600 lbs. \$70-74.50; 600-700 lbs. \$68-73.50. Feeder heifers, md. frame 1300-1400 lbs. \$68-71.50; 400-500 lbs. \$64-89.50; 500-800 lbs. \$65-75.50-80. 600-700 lbs. \$65-60-75. Slaughter cows, ut. and comm. \$48-49; cutter 1-240-41. Slaughter bulls, YG 1-2 830-1870 lbs. \$54-57.50.

Dodge City steers md. frame 300-400 lbs. \$81-86; 500 lbs. \$77-80-83.30; 500-600 lbs. \$74-77.25; 600-700 lbs. \$71-80-75.50; 700-800 lbs. \$70-74.50; 800-900 lbs. \$73-80; 900-1000 lbs. \$70-73. 700-800 lbs. \$68-70-75.50; 800-900 lbs. \$68-72; 900-1000 lbs. \$68-72; 1000-1100 lbs. \$68-72; 1100-1200 lbs. \$68-72; 1200-1300 lbs. \$68-72; 1300-1400 lbs. \$68-72; 1400-1500 lbs. \$68-72; 1500-1600 lbs. \$68-72; 1600-1700 lbs. \$68-72; 1700-1800 lbs. \$68-72.

Heifers md. frame 300-400 lbs. \$81-86; 500 lbs. \$77-80-83.30; 500-600 lbs. \$74-77.25; 600-700 lbs. \$71-80-75.50; 700-800 lbs. \$70-74.50; 800-900 lbs. \$73-80; 900-1000 lbs. \$70-73. 700-800 lbs. \$68-70-75.50; 800-900 lbs. \$68-72; 900-1000 lbs. \$68-72; 1000-1100 lbs. \$68-72; 1100-1200 lbs. \$68-72; 1200-1300 lbs. \$68-72; 1300-1400 lbs. \$68-72; 1400-1500 lbs. \$68-72; 1500-1600 lbs. \$68-72; 1600-1700 lbs. \$68-72; 1700-1800 lbs. \$68-72.

TORRINGTON LIVESTOCK COMMISSION CO., Torrington, Wyo., Feb. 11 and 13

3,056 head received: Feeder steers, choice 300-400 lbs. \$78-83; 400-500 lbs. \$74-80; 500-600 lbs. \$72-75; 600-700 lbs. \$68-75; 700-800 lbs. \$68-75; 800-900 lbs. \$68-75; 900-1000 lbs. \$68-75; 1000-1100 lbs. \$68-75; 1100-1200 lbs. \$68-75; 1200-1300 lbs. \$68-75; 1300-1400 lbs. \$68-75; 1400-1500 lbs. \$68-75; 1500-1600 lbs. \$68-75; 1600-1700 lbs. \$68-75; 1700-1800 lbs. \$68-75.

FEEDER heifers, choice 300-400 lbs. \$68-75; 400-500 lbs. \$68-75; 500-600 lbs. \$68-75; 600-700 lbs. \$68-75; 700-800 lbs. \$68-75; 800-900 lbs. \$68-75; 900-1000 lbs. \$68-75; 1000-1100 lbs. \$68-75; 1100-1200 lbs. \$68-75; 1200-1300 lbs. \$68-75; 1300-1400 lbs. \$68-75; 1400-1500 lbs. \$68-75; 1500-1600 lbs. \$68-75; 1600-1700 lbs. \$68-75; 1700-1800 lbs. \$68-75.

EMPIORIA LIVESTOCK SALES CO., INC., Emporia, Kan., Feb. 6

1,089 head received: Feeder steers, choice 250-300 lbs. \$74-78; good 270-72; common 68-70; good and choice 500-600 lbs. \$71-75; common 67-70; good and choice 650-850 lbs. \$68-71; 850-1100 lbs. \$66-68; common 900-1200 lbs. \$68-75; 1100-1200 lbs. \$68-75; 1200-1300 lbs. \$68-75; 1300-1400 lbs. \$68-75; 1400-1500 lbs. \$68-75; 1500-1600 lbs. \$68-75; 1600-1700 lbs. \$68-75; 1700-1800 lbs. \$68-75.

FEEDER heifers, choice 250-300 lbs. \$68-71; 300-400 lbs. \$68-71; 400-500 lbs. \$68-71; 500-600 lbs. \$68-71; 600-700 lbs. \$68-71; 700-800 lbs. \$68-71; 800-900 lbs. \$68-71; 900-1000 lbs. \$68-71; 1000-1100 lbs. \$68-71; 1100-1200 lbs. \$68-71; 1200-1300 lbs. \$68-71; 1300-1400 lbs. \$68-71; 1400-1500 lbs. \$68-71; 1500-1600 lbs. \$68-71; 1600-1700 lbs. \$68-71; 1700-1800 lbs. \$68-71.

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CATTLE

MAINE-ANJOU
Selling 10, registered, 3 & 4 year-old bred cows. Most calves will be purebred.
Clawing Hill Cattle Co.
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Two 2-year-olds, mares and geldings. Well mated, quiet and halter broken. Art Alexander, Lisbon, ND 58054, 701/683-5753.

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Excellent, growthy, percentage Simmental range bulls available at private treaty. Bulls available from Hereford, Angus, Black Baldie and part Charolais bull calves.

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680 Bulls — 7 Breeds
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REGISTERED ANGUS
17 Head, select half bloods, the top of the herd, 50 head A-HIR, registered Angus cows. Complete dispersal, 2,000 ton High Valley Idaho alfalfa hay. Phone: 208/527-3255.

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Good quality calves 215 to 500 pounds. Thin, good boned, healthy, fully vaccinated. Also black heifers and Herefords weaned and delivered on approval.

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Full, 2-year-olds and 3 1/2 yearlings from proven A-I sires. Light birth weight, pasture raised. Devere Registered Angus Ranch, 918/685-3083. Orland, California.

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We have a large selection of breeding age bulls and yearlings ready to work for you.
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FOR SALE: 175, yearling Rambouillet Ewes bred to lamb May 8th. \$90 per head. 130, Rambouillet Ewe lambs \$90 per head. Off: 307/569-4883.

HORSES, JACKS, MULES
MARES FOR SALE: Joe Reed, Three Chickens, King, Three Bars. Double registered Poco Barro (Tobiano) and King. Cremello, roan, black, and one gray, \$1,200 each. Clarence Dugler, Ennis, Montana, 916/467-3669.

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18th ANNUAL
CALIFORNIA MID-SUMMER QUARTER HORSE SALE
Saturday, May 30, 1981
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Pomona, California

The sale that's been one of the most successful show, performance and racing sales in California for many years!

CONSIGN NOW!
Remember! Early return of your entries insures early advertising, which means more money for YOU!

Write or phone for entry blanks today!
CALIFORNIA MID-WINTER SALES CO., INC.
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J. RALPH BELL, SALE DIRECTOR

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RICH SAN JOAQUIN VALLEY
200 mil. acres combination cattle ranch would make outstanding dairy eat-up. Good drainage, 2 barns, pole barns, shop, hog shed, 2 horse homes. Excellent location with good road frontage. Owner financing. Make offer.

97 ACRES/2 PARCELS

Native pasture, fenced, road frontage, good terms.

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Slightly rolling, near Underwood, Good terms.

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20 Acres combined income. Irrigation operation with nice, 4 bedroom home. Some equipment.

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240 acres, 80 acres level to grade, Flood irrigated. Modern home, excellent terms. \$2,500/acre, \$595,000. 916/334-7654. Carol Jones, agent.

LARGE OREGON CATTLE AND GRAIN OUTFIT
Well located in beautiful LaGrande Valley, 300 degree view of the Blue Mountains, 5 miles from the city and 2 miles from a modern ILS road, 2,750 feet elevation. 1,790 acre deal with 1,740 acres under inexpensive water, mostly wheel lines and new pivots. Wee straight cattle set-up, now grain and grass seed. A real producer. Can be operated cow/calf, 1,200/1,500 head, stocker, 2,000/3,500 yearlings, grain/crops or any combination of the above. Lateral as well as vertical integration and diversification possible on an all-deeded ranch. Exceptional management now available. Many depletable. Very good improvements. Hero's a real investment opportunity for one or a group. \$3,000,000 cash or terms to qualified buyer.

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QUEENSLAND Heeler pups. Purebred. Both parents good working doggies. Call: 208/345-2625

BORDER COLLIE PUPPS
Registered parents, slick hair. \$100.00. 209/286-8501, after 6.

REGISTERED Border Collie pups, stud service. Kenneth Whelan, St. Paul, Kansas 316/449-2337.

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Half Catahoula Leopard, half Queensland Heeler. Puppies. \$50.00. 714/736-0432.

TWO, STARTED sheep dogs, 1 1/2 years old. \$300 apiece. Call: Michael, 208/545-6357 or 303/545-6291.

REGISTERED ENGLISH Shop Dogs, Smart, aggressive, bold, 100% working dogs. Daryl Critchlow, Culver, Oregon, 503/345-3052.

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Livestock guarding dogs from Turkey. The club is for information and referral only and not a commercial breeder.

EASTERN OREGON
Combination Baker County farm and cattle ranch. 1,386 acres needed, 80 acres BLM, 400 plus irrigated crop land, 224 acres irrigated meadow land, balance grazing and privately owned, 1,500 acre foot storage lake. Abundant irrigation water and excellent development potential, 2 years around streams plus lake, excellent hunting and fishing on ranch. This place is priced to sell at \$650,000. Good terms to qualified buyer. Immediate possession.

GOOD LINE OF EQUIPMENT AVAILABLE

EASTERN OREGON
Baker County cattle ranch, 1,520 acres deeded, 4,250 acres privately seeded BLM, 830 acres irrigated, balance sub irrigated and summer pasture. Excellent water from 2 creeks and river on ranch. 3 dwellings, corral, barns, scales and good fencing. 5 to 100 head capacity. Low cost operation. Price: \$1,450,000. Cash or terms to qualified buyer.

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STAR

BLUEBERRY KNLS, AKC
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BEST OF WORLD'S
B/D: 2-2M-3F REDS
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Dam: Aust. Champion
Work or Show
Esther: 416/585-5198

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SHORTHORN BULLS
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IF YOU HAVE good, sound, large framed, 1,000 plus, open, Chincoteague, Holstein cross or exotic cross cow, Rio Vista will pay you premium. TRUCK LOAD minimum only. Call today: 512/677-8014.

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BEND, OREGON RANCH
Cattle or sheep, 140 acres, irrigation water, high hay production. Excellent home and outbuildings, irrigation equipment included. One of the nicest ranches in the area. Price: \$350,000. Terms to qualified buyers.

CENTRAL OREGON RANCH
480 Acres, 320 irrigated, cattle, hay, wheat. Ideal cow/calf sheep or feedlot operation. Long growing season. Price: \$725,000, terms to qualified buyers.

EASTERN OREGON CATTLE RANCH
Excellent range and base. Many year around springs. Good capital: \$1,300,000.

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LARGE OREGON CATTLE AND GRAIN OUTFIT
Well located in beautiful LaGrande Valley, 300 degree view of the Blue Mountains, 5 miles from the city and 2 miles from a modern ILS road, 2,750 feet elevation. 1,790 acre deal with 1,740 acres under inexpensive water, mostly wheel lines and new pivots. Wee straight cattle set-up, now grain and grass seed. A real producer. Can be operated cow/calf, 1,200/1,500 head, stocker, 2,000/3,500 yearlings, grain/crops or any combination of the above. Lateral as well as vertical integration and diversification possible on an all-deeded ranch. Exceptional management now available. Many depletable. Very good improvements. Hero's a real investment opportunity for one or a group. \$3,000,000 cash or terms to qualified buyer.

PHONE: 509/488-0198 or 488-2395

PIKE TREE REALTY
209/784-1000
626 West Grand
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Manager: Bo Lacque
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1300 acres forest, orchard, fenced, new barn with 2 bedroom apartment. Home site with view. 2 miles to Oak Harbor. \$175,000. Owner P.O. Box 26, Oak Harbor, WA 98572.

CLEMENTS HORSE RANCH
105 Level to rolling land, located in an area of olive, Charming, acreage, farm house, numerous paddocks, irrigated pastures, excellent landscaping. A show place for the serious breeder. At \$1.5 million.

MIMI GRAVES, Realtor
Equestrian Properties
a Specialty
P.O. Box 119
Walnut Creek, CA 94598
PHONE: 415/385-5450

BAKER COUNTY: 11 plus acres, water rights, 5 room houses, large cabin, outbuildings, garden, berries, orchard. Excellent soil 3,400 ft. above sea level. L.L. Johnson, RR 1, Box 29, Highway 97, Yakima, WA 98909. 509/537-2008

PEELMAN REALTY
3315 W. American Ave.
Fresno, CA 93708
PHONE: 209/485-4430

BAKER COUNTY: 11 plus acres, water rights, 5 room houses, large cabin, outbuildings, garden, berries, orchard. Excellent soil 3,400 ft. above sea level. L.L. Johnson, RR 1, Box 29, Highway 97, Yakima, WA 98909. 509/537-2008

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3315 W. American Ave.
Fresno, CA 93708
PHONE: 209/485-4430

EASTERN OREGON RANCH
600 Acres with 3,000 acres lease land Monterey county. 3 beautiful hills, plus splendid improvements. Large oak trees, year round creeks, ponds and waterfalls. Good carrying capacity and rainfall. Abundance of deer and wildlife. \$375 per acre. Terms.

CALL: 503/382-7325
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OREGON RANCH REALTY
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Bend, OR 97701

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NORTHERN CALIFORNIA PERMANENT PASTURE

Easy to operate, conveniently located, excellent capabilities. Adjoining 565 and 329 acre parcels. Underground irrigation system, permanent pasture, tillable land, paved county road, year around creek, 1/2 mile from new high school and 3 miles from new dam site. Only minutes from Shasta Livestock Auction Yard and Redding. Must see to appreciate. Please call for showing.

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MOUNTAIN
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SOUTHWEST
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UNIQUE
Energy-free, combination cattle and sheep ranch not in the most beautiful mountain valley imaginable. For some one looking for a really big operation with the potential for even greater development you must see to believe this ranch.
CALL: 303/852-2988

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HIGHLY PRODUCTIVE
Cattle and hay ranch at foot of San Juan. Nice home, metal shop, great working corrals and calving sheds. Lighted horse arena. Excellent water rights. Would handle 300 cow year around.
CALL: 303/852-2988

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2292 S. Hwy. 15
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SOUTHWEST
Farms and Ranches 13

400 ACRE FARM located in southeastern Arizona. Irrigated walls pumpback system, underground pipe and risers, cement ditch, barn and home. \$1,200 per acre, owner carry. McCombs Realty, Box 178, Willcox, AZ 85643. Phone: 602/384-4671.

ARIZONA
Farms • Ranches
Agricultural Properties
HASTINGS & COMPANY
RANCH BROKERAGE
20 W. Olive, Suite 112
Gilbert, AZ 85234
PHONE: 602/892-3211
Dave Hastings, Broker

WINTER HOMES AND AGRICULTURAL INVESTMENTS
One hour from Tucson airport
Historic Arizona cattle ranch
50 Miles southwest of Tucson 2,200 acres deeded, 10,000 state leased. Buildings dating from 1076. Beautiful main house, 5 bedrooms, 4 baths, new pool, tennis court. Guest, foreman houses, 8 tanks, 9 wells, including 1,000 gpm irrigation on 160 acres. 300-400 mother cow capacity, 1980: income \$101,000; estimated de-preceable \$400,000. Quail, dove, pig hunting; bass. Present management available or leases back \$1,800,000, 29% down. \$74,000 mortgage at 10%. By owner.

CARNEY LAND COMPANY
Seabrook, AZ 85333
PHONE: 602/822-1011

Remember to use the MINI AD DISPLAY

MAD rate:

\$1.00 more per insertion to have your ad have some of the advantages of the classified regular display ad.
Write the word MAD on your ad order copy, underline the words you prefer in boldface, count the words, figure the cost and add \$1.00 per insertion to take advantage of going MAD.

Western Livestock Journal's CLASSIFIED CORRAL Handy Order Form.
Mail this coupon to: The Classified Corral, 4th Floor, Livestock Exchng. Building, Denver, CO 80216.

Bill this ad to:

Name _____

Address _____

City _____

State _____

Zip _____

Run this ad **times under (choose category number)** classification

MAD Rate: \$1.00 more per insertion. Check here if MAD is desired.

Bind Box Advertisers—
Add \$0.20 per insertion for forwarding of replies.

Please include telephone area code and zip code
if phone and address appear in ad.

Use for word ad copy only—Per insertion

DISCOUNTS
10% off ad is scheduled for 3 or more times.
15% off ad is scheduled for 6 or more times.

ONE 1/2 page ad \$42.50
1/4 page ad \$21.25
1/8 page ad \$10.62
1/16 page ad \$5.31
1/32 page ad \$2.66
1/64 page ad \$1.33
1/128 page ad \$0.66
1/256 page ad \$0.33
1/512 page ad \$0.17
1/1024 page ad \$0.08
1/2048 page ad \$0.04
1/4096 page ad \$0.02
1/8192 page ad \$0.01
1/16384 page ad \$0.005
1/32768 page ad \$0.0025
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